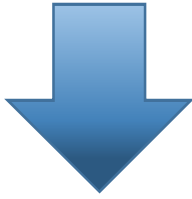


Customer demand



Supplier selection
Purchasing
Storage
Own product
Trading goods
Forwarding

Concept & ambition
Strategy & analysis
Implementation
Controlling



Producibility
New product
Product change
Product improvement

Financial
Calculation
Electronical data
Documents

Personnel
Personnel introduction
Personnel development
Infrastructure
Partner
Supplier

Market analysis
Handling of the market
Offer
Order transaction
Customer support
Feedback



Customer satisfaction

Feedback → continuous improvement